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Omnichannel Retailing: Mobile channel adoption and digital discounts

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Omnichannel Retailing: Mobile Channel Adoption and Digital Discounts

Huan Liu

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Omnichannel Retailing: Mobile Channel Adoption and Digital Discounts

PhD thesis

to obtain the degree of PhD at the
University of Groningen
on the authority of the
Rector Magnificus Prof. E. Sterken
and in accordance with
the decision by the College of Deans.

This thesis will be defended in public on
Thursday 23 May 2019 at 11.00 hours

by

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Dedicated to my beloved parents

谨以此书献给我挚爱的父亲母亲

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A man with dreams is happy; a man who achieves dreams is lucky.

I sincerely appreciate that all of you have helped me to be a better person.

Huan Liu

Groningen, The Netherlands

March 26, 2019

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